

Market Research Abstracts

Volume 42 July - December 1984

Contents

Journal and sources consulted

Subject Index

Author Index

Section I Survey techniques Abstract Nos 5153-5173

Section II Statistics, models and forecasting
Abstract Nos 5174-5198

Section III Attitude and behaviour research
Abstract Nos 5199-5246

Section IV Psychographics, personality and social psychology
Abstract Nos 5247-5265, 5353

Section V Communications: advertising and media research
Abstract Nos 5266-5321, 5323

Section VI Applications of research Abstract Nos 5322, 5324-5338

Section VII Industrial market research No items 5339-5340

Section VIII Market research and general applications
Abstract No. 5341

Section IX New product development Abstract Nos 5354-5360

The appropriate section number is given in the top left hand corner of each abstract, before the abstract number.